

*a* ~~[referencing] preparing a publication that includes the collected [and assembled] information [in a publication] incorporated within other non-product information attractive to customers;~~

~~[appending] including one or more coupons for the product [to] in the publication for enabling customers to purchase the product at a discount; and displaying the publication at the store for appropriation by customers.~~

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*A* ~~5. (Amended) The method of claim 1 wherein the publication is a first publication and the product is a first product, the method further comprising the step of repeating for a second publication and a second product the steps of collecting, [assembling, describing, appending] preparing, including, and displaying, the step of displaying further comprising the step of displaying the second publication in place of the first publication.~~

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*A* ~~11. (Amended) A method for promoting sales of a plurality of products carried by a store, the method comprising the steps of:~~

~~creating a plurality of departments of the store, each of which carries at least one of the products;~~

~~collecting [and assembling] information about [the] each of the plurality of products;~~

~~[referencing] preparing a plurality of publications that include the collected [and assembled] information [in a plurality of publications] incorporated within other non-product information attractive to customers;~~

~~appending one or more coupons for the products to the publications for enabling customers to purchase the respective products at a discount; and~~

~~displaying the publications at the store, proximate to the respective products being promoted in the publications, for appropriation by customers.~~

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